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United States Patent [19]

Filepp et al.

[11] **Patent Number:** 5,796,967[45] **Date of Patent:** Aug. 18, 1998**[54] METHOD FOR PRESENTING APPLICATIONS IN AN INTERACTIVE SERVICE**

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356-357

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[57] ABSTRACT

A method for presenting applications in an interactive service featuring steps for generating screen displays of the service applications at the reception systems of the respective users. Steps are provided for generating the application displays as screens having a plurality of partitions, the partitions being constructed from reusable elements. In accord with the method, the screens include at least a first partition at which an application may be presented and a second, concurrently displayed partition including command functions for managing the display. The method further includes steps for providing command functions that facilitate random navigation to new applications with a variety of different procedures which the user can choose from. In (preferred) one form, the functions are presented as a command bar located at the bottom of the screen. Further, the method includes steps for opening and closing windows on the display to enable presentation of additional data relating to the presented applications. Still further, the method includes steps for providing additional partitions for concurrently displaying other applications, which may include advertising.

17 Claims, 16 Drawing Sheets